

Guest Journey Guide



The best kept secret to keep in touch with
your clients whilst you're busy working on your
salon business!

Introduction

A client's experience in your salon can be the deciding factor of them returning to your salon again and again or on the other hand not ever seeing them for their next visit.

They say once you have looked after a client three times they are then a loyal client to you or your salon. The average frequency that a client visits many moons ago sat around 6 - 8 weeks, times have changed, we now see our clients every 12-15 weeks on average, some stretching to as much as coming in every 16 weeks.

Too many of us are accepting these new industry statistics and simply put it down to it just being 'the new norm' or 'it's just how it is now'.

For us here at SalonIQ, we know this is not 'the new norm' and we don't have to accept these figures. It simply means we have to find new ways to engage with our clients and meet their needs in a different way.

This is where the **SalonIQ Guest Journey** steps in, have you heard yourself say 'I'm just too busy' or 'I haven't got the time' or 'I can't do all of this myself'?

You're not alone. Our Guest Journey is an automated program that works tirelessly in the background, staying in touch with your clients and reaching out to them whilst you are working on your business. This journey ensures that your clients do not forget about you, it encourages your clients to rebook with you over and over again. This journey shows your clients you care, with personal touches that you otherwise would not have time for.





New Client Thank You

This message can be kept short so an SMS is a great way to reach out to your clients quickly and effortlessly. An example of what this message could say is below:

"We just wanted to say a huge thank you for choosing us, we hope you're enjoying your hair. We are looking forward to seeing you soon."

Recommend A Product

"We are not sales people" - How often have you heard this from your team?

Have you noticed after an education session your retail sales spike? Yes, we have too! We have created a product recommendation system designed for you to reach out to your clients on auto-pilot. All you have to do is add recommended products to your client's record card and let us do the rest.

"Hi **First Name**, it was lovely to see you. Follow the link to view your recommended products in our online shop. [Recommendation link](#)"

You also have the option to send this as an email, this would be a great opportunity for you to add a little more detail than you can in an SMS. Remember with an email you have the option to add various links and images such as your logo.

3 Weeks Later

Whether this be 3 weeks after a hair appointment or beauty service, it is always great to find out how your clients are getting on. You can bespoke the wording to suit your salon and the service they have had.

If you want to bespoke this message to each service, you have the option to set multiple messages up which can be sent to your clients 3 weeks later. To add a merge field just right click in the white space and select the merge field you wish to add. Always remember to click save.





Spread The Love

Your client is so happy again, they are loving the feel of their hair and have rebooked for their third visit with you.

"Hi **First Name**, it's your favourite hair stylist here!

Would you like your next haircut half price? There's nothing we love better than styling the hair of clients like you and at **Salon Name**, we feel like one big happy family!

Our talented team love meeting new people and we want to bring more friendly faces through our door. We had a little think to decide how to do just that and thought what better way than to ask you for a recommendation.

Spread the styling love! Recommend us to your friends!

To show how much we appreciate it, we've created a little thank you treat just for you! If a new customer mentioned your name or brings in a copy of this email, when they come in to the salon, they will receive 50% off their first haircut with us, and as a thank you, we will also give you 50% off your next haircut.

So get chatting and forward this email to all of your friends and we'll have our 'thank you' waiting for you when you next come to visit. Thank you so much, we really appreciate it!

You can also **Book Now** online, we can't wait to see you again soon.

Warm Regards

The Team @ **Salon Name** SAF50 Promo"





Did You Know?

This can be a great time to reach out to your clients and give them a useful fact or tip for their hair and skin. Sending this 2 weeks after their third visit is also a great time to reach out to your clients again to stay in contact.

"Hello **First Name**,

Did you know that we use the most natural products on your hair? For example our professional hair colour (SENS US) is made up of 93% natural ingredients, sourced in Tuscany.

The whole colour range is ammonia-free.. an amazing attribute to a market when hair colour is continually being challenged with allergies. Did you know that our shampoos and conditioners do not contain any water?

The main ingredient is HIGH GRADE CERTIFIED ORGANIC ALOE VERA, WOW! This means your scalp and hair is constantly being nourished and protected. All of the EUFORA range is colour friendly and can be used by all your family members. Why not take some home to look after your hair and scalp between salon visits?

Finally, did you know we serve champagne on a Friday....?

Book Now, we look forward to seeing you soon!"

Remember you can add a merge field at any time during this email, this can even be to consultation forms.



Thank You

Just a brief note to say thank you for choosing **Salon Name**.

We love how loyal our clients are to us and just wanted to let you know we appreciate you for choosing us.

Please do let us know if we ever let you down, we are really looking forward to seeing you again soon.

Warm Regards

Director's Name, Salon Director

We'd love to see you again, please **Book Now** here

Top Tips

Any automated emails you send directly from SaloniQ are free of charge.

SMS are charged at your normal agreed rate. Keep a close eye on the number of characters you use, 1 SMS can hold 160 characters, which equals 1 credit. Any more than this will incur a higher charge.

Consultation forms are a great way of gathering key information from your clients before, during and after their appointment.

